

## Self-assessment by Mohamed Negm

SUBMITTED ON 29 MAY 2020



### I currently work as a/at:

<https://www.livehued.com/>

### My LinkedIn profile:

<https://www.linkedin.com/in/mohamed-negm-56166ba7/>

### My social media channels:

<https://twitter.com/Mnegmk>

### My educational background:

I learned service design during my research for content to support my curriculums for change management due to my job as a Training Manager ( I have more than 13 years experience in the learning and development field ) and I started to study and read about the innovation management topics and innovation methodologies, service design was one of these methodologies, then I've been joined HUED as a consultant, creative capability building and I Conducted workshops for our clients in different sectors such as (Public Sector, Banking Sector, and telecom sector ).

### The following theories are the key components of my approach to service design:

Human-centered Design

Desk Research

Empathy Map

IDEation

Brainwriting

Prototyping

Business Model Canvas

### These are the most relevant resources I base my work on and I recommend them as a body of knowledge in service design:

The service design doing

Good Services

### I have X years of working experience in service design:

6



I have particular experience in the following service sectors:

Transportation - Banking - Telecom - Education - Agriculture - industrial - Aviation - securities and commodities

I have provided service design training sessions and/or other educational experiences for X years:

2

My philosophy as a trainer is:

The main factor of success service design training or any training (practical applying ) with real challenges, start with Ice Breaking and team-building activities. there're many tools to conduct success sessions ( case studies, videos, Innovation toolkits, and theories) but the main focus on the hands-on activity.

These are the service design training sessions and/or other educational experiences I've facilitated within the last year:

01-02 Dec 2019, Al Jazira Bank, 100 participants, 2 days, <https://drive.google.com/file/d/1JEwtrALdNKPLpJmb4u9tKs0f8ObpVbes/view?usp=sharing>

329 - 30 Jan 2020, Saudi Industrial Development Fund, 75 participants, 2 days, <https://drive.google.com/file/d/11-gZpiKtIUUdHzQdb3c8zo1zDwU6ywel/view>

I mostly provide my training offerings in the following language(s):

Arabic and English

I mostly provide my training offerings in the following countries/cities:

Riyadh - Abu Dhabi - Cairo

I cover the following topics during my training offerings:

- Designing and conducting co-creation workshops
- Creativity and ideation processes
- Visualisation techniques
- Facilitation skills for service design
- Prototyping of services
- Measuring impact of service design, relating it to Key Performance Indicators (KPIs)
- Service design for cultural change

My training participants typically have the following level of experience:

- Novice (new to service design)
- Fundamental (basic knowledge)

These are the service design methods and tools that I use during my sessions:

Methods:-

Discover

Define

Develop

Deliver

Tools:-

Empathy map

Persona

Journey Map

How might we?



Reframing the problem

Dot voting

Service blueprint

Business Model Canvas

**After successfully attending my training sessions, participants will typically be able to:**

- Create a customer journey map to better understand the interactions people have with your company.
- Build, test, and iterate these moments as service prototypes.
- Create a service blueprint to illustrate the service delivery process and share it with stakeholders who will help construct the service.
- Communicate the vision for your service in an authentic and compelling way.

**I apply the following evaluation tools to make sure the participants have understood the content of my sessions and gained the expected competencies and skills:**

final project and on-job follow up with them and their managers after one month from the session conduction.

**I systematically evaluate and improve my offerings based on feedback. These are examples of feedback that have led to improvements:**

- we need to extend the duration
- we need more local case studies
- how can I apply it with complicated services

**I have participated in the following service design-related activities in order to stay up to date, share my experiences with peers and receive their supervision within the last 12 months:**

- Riyadh

**I actively support the local or national service design community through:**

Riyadh Service Jam ( Annual event ) we teach people the service design methodology and how to apply it on real challenges

Monthly talks: We conduct talk each month to spread the innovation and service design culture

**I have participated as a speaker in the following events:**

01 - 02 Dec 2019 - EX Jam - How to design our Employee Experience (

<https://drive.google.com/file/d/1JEwtrALdNKPLpJmb4u9tKs0f8ObpVbes/view> )

29 - 30 Jan 2020 - CX Jam - Ideation and prototype - ( <https://drive.google.com/file/d/1I-gZpiKtIUUdHzQdb3c8zo1zDwU6ywel/view> )

21-23 April - Remoters E-lab - introduction to double diamond - (

<https://drive.google.com/file/d/1xWW6H9KbpRvOM4Zty0RAc9dfTxcmBmg8/view> )

Innovation Bootcamp SIDF :

HUED Nights :

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